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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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**Applicant:** William R. Matz, *et al.*

**Art Unit:** 2623

**Serial No.:** 10/016,988

**Examiner:** Lonsberry, Hunter

**Filed:** December 14, 2001

**Docket:** 01371

**Title:** Methods and Systems to Perform Content Targeting

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

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Scott P. Zimmerman  
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July 25, 2008  
Date of Transmission

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**37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT  
WITH REQUEST FOR CONTINUED EXAMINATION**

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Mail Stop: RCE  
Commissioner for Patents

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed May 1, 2008. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.